

## CLAIMS

1. A sign system for moving a sign on a vertical support means between  
an access position and a display position which is higher than the access  
5 position, the ground accessible sign system comprising:  
a first set and a second set of generally tubular guide members  
connected together for telescopic movement;  
each said set of guide members including an outermost guide member,  
and an innermost guide member, one of said outermost and said innermost  
10 guide members being an anchor guide member and other of said outermost  
and said innermost guide members being a sign supporting guide member;  
said sign supporting guide member including at least one connector for  
connecting said sign thereto;  
said anchor guide members of said first and second sets of guide  
15 members being fixedly connectable in a generally vertical orientation to the  
vertical support means in horizontally spaced relation to each other such that  
said first and second sets of guide members are extendible downwards to  
move said sign to said access position and retractable upwards to move said  
sign to said display position; and  
20 a drive system operatively connected to said first and second sets of  
guide members for selectively moving said first and second sets of guide  
members between said extended position and said retracted position.
2. A sign system as claimed in claim 1, wherein said anchor guide  
25 member is said outermost guide member.
3. A sign system as claimed in claim 2, wherein said vertical support  
means is a wall.
- 30 4. A sign system as claimed in claim 3, wherein said drive system  
includes a first cable and a second cable, wherein said first and second  
cables are connected to said sign supporting guide members of said first and  
second sets of guide members, and wherein, in use, said first and second

cables extend substantially vertically upwards from said sign supporting guide members during retraction and extension of said set of guide members.

5. A sign system as claimed in claim 4, wherein said drive system further  
5 includes a pulley positioned above each said set of guide members, wherein said cable for each said set of guide members passes over said pulley.

6. A sign system as claimed in claim 5, wherein said first and second  
10 cables are connected to a winch, wherein said winch is selectively rotatable in a first direction to wind said cables up thereon to retract said first and second set of guide members, and wherein said winch is selectively rotatable in a second direction to unwind said cables therefrom to permit said sign to lower under the influence of gravity.

15 7. A sign system as claimed in claim 4, wherein said sign includes a top support bar, a bottom support bar and a banner having a top edge and a bottom edge, and wherein said banner is connected to said top support bar proximate said top edge of said banner and is connected to said bottom support bar proximate said bottom edge of said banner, and wherein each  
20 said sign supporting guide member includes an upper connector for connecting to said top support bar and a lower connector for connecting to said bottom support bar.

8. A sign system as claimed in claim 7, wherein said top and bottom  
25 support bars are movable towards each other, and wherein said upper connector is slidably connected to said sign supporting guide member for movement towards and away from said lower connector, and wherein each said cable is connected to said upper connector so that when said cables are pulled upwards to retract said set of guide members said upper connector is  
30 pulled upwards away from said lower connector.

9. A sign system as claimed in claim 7, wherein said sign is unsupported against movement of said top and bottom support bars towards each other, and wherein said upper connector is slidably connected to said sign

supporting guide member for movement towards and away from said lower connector, and wherein said drive system is operatively connected to said upper connector wherein said drive system is configured to selectively move said upper connector into spaced relation with said lower connector.

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10. A sign system as claimed in claim 1, wherein in said retracted position, said first and second sets of guide members have a height that is less than or generally equal to the height of said sign.

10 11. A sign system as claimed in claim 3, wherein a wheel is connectable to one of said wall and at least one guide member in each said set, wherein said wheel is rotatable against said other one of said wall and at least one guide member during extension and retraction of said sets of guide members, and wherein when each said set of guide members is in said extended position,  
15 said wheel is spaced from said anchor guide member for stabilizing said sets of guide members.

12. A ground accessible sign system for moving a sign between an access position and a display position which is higher than the access position, the  
20 ground accessible sign system comprising:

a first set of guide members and a second set of guide members, wherein each set of guide members are slidably connected together, and wherein the guide members of each set are generally concentric about a common axis, wherein each set of guide members includes an outermost  
25 guide member, an innermost guide member, and wherein one of the outermost and innermost guide members is an anchor guide member and the other of the outermost and innermost guide members is a sign supporting guide member, and wherein the sign supporting guide member includes at least one connector for connecting the sign thereto, wherein the anchor guide  
30 members of the first and second sets of guide members are fixedly connectable in a generally vertical orientation to a wall in horizontally spaced relation to each other such that the first and second sets of guide members are extendible downwards to move the sign to the access position and retractable upwards to move the sign to the display position; and

a drive system operatively connected to the first and second sets of guide members for selectively moving the first and second sets of guide members between the extended position and the retracted position.

5     13.     A ground accessible sign system as claimed in claim 12, wherein the anchor guide member is the outermost guide member.

14.     A ground accessible sign system as claimed in claim 13, wherein the drive system includes a first cable and a second cable, wherein the first and  
10     second cables are connected to the sign supporting guide members of the first and second sets of guide members, and wherein, in use, the first and second cables extend substantially vertically upwards from the sign supporting guide members during retraction and extension of the set of guide members.

15     15.     A ground accessible sign system as claimed in claim 14, wherein the drive system further includes a pulley positioned above each set of guide members, wherein the cable for each set of guide members passes over the pulley.

20     16.     A ground accessible sign system as claimed in claim 15, wherein the first and second cables are connected to a winch, wherein the winch is selectively rotatable in a first direction to wind the cables up thereon to retract the first and second set of guide members, and wherein the winch is  
25     selectively rotatable in a second direction to unwind the cables therefrom to permit the sign to lower under the influence of gravity.

17.     A ground accessible sign system as claimed in claim 14, wherein the sign includes a top support bar, a bottom support bar and a banner having a  
30     top edge and a bottom edge, and wherein the banner is connected to the top support bar proximate the top edge of the banner and is connected to the bottom support bar proximate the bottom edge of the banner, and wherein each sign supporting guide member includes an upper connector for

connecting to the top support bar and a lower connector for connecting to the bottom support bar.

18. A ground accessible sign system as claimed in claim 17, wherein the top and bottom support bars are movable towards each other, and wherein the upper connector is slidably connected to the sign supporting guide member for movement towards and away from the lower connector, and wherein each cable is connected to the upper connector so that when the cables are pulled upwards to retract the set of guide members the upper connector is pulled upwards away from the lower connector.

19. A ground accessible sign system as claimed in claim 18, wherein the sign is unsupported against movement of the top and bottom support bars towards each other, and wherein the upper connector is slidably connected to the sign supporting guide member for movement towards and away from the lower connector, and wherein the drive system is operatively connected to the upper connector wherein the drive system is configured to selectively move the upper connector into spaced relation with the lower connector.

20. A ground accessible sign system as claimed in claim 12, wherein in the retracted position, the first and second sets of guide members have a height that is less than or generally equal to the height of the sign.

21. A ground accessible sign system as claimed in claim 13, wherein a wheel is connectable to one of the wall and at least one guide member in each set, wherein the wheel is rotatable against the other one of the wall and at least one guide member during extension and retraction of the sets of guide members, and wherein when each set of guide members is in the extended position, the wheel is spaced from the anchor guide member for stabilizing the sets of guide members.

22. A ground accessible sign system for moving a sign between a lowered position and a raised position, the sign including a top support bar, a bottom support bar and a banner having a top edge and a bottom edge, wherein the

banner is connected to the top support bar proximate the top edge of the banner and is connected to the bottom support bar proximate the bottom edge of the banner, the ground accessible sign system comprising:

- 5 a first set of guide members and a second set of guide members, wherein each guide member is generally tubular and wherein the guide members of each set are slidably connected together, wherein the guide members of each set are generally concentric about a common axis, wherein each set of guide members includes an outermost guide member, an innermost guide member, and wherein the innermost guide member includes
- 10 at least one connector for connecting the sign thereto, wherein the outermost guide members of the first and second sets of guide members are fixedly connectable in a generally vertical orientation to a wall in horizontally spaced relation to each other such that the first and second sets of guide members are extendible downwards to move the sign to the access position and
- 15 retractable upwards to move the sign to the display position; and

a drive system operatively connected to the first and second sets of guide members for selectively moving the first and second sets of guide members between the extended position and the retracted position.